

1819

SECTIONAL VIEWS
— OF —
SIMMONS
HARDWARE
COMPANY'S
EXHIBIT
— AT THE —
PANAMA-PACIFIC
INTERNATIONAL
EXPOSITION

Manufacturers' Palace

San Francisco

1915



**SIMMONS
HARDWARE COMPANY'S
EXHIBIT
AT THE
PANAMA-PACIFIC
INTERNATIONAL 'EXPOSITION
Manufacturers' Palace
1915**

CONSTRUCTED ENTIRELY OF ITEMS OF
HARDWARE regularly carried in stock by
the average retail merchant.

Contains over 10,000 separate pieces of
Hardware and 2,000 feet of Chain.

The Designs, Scenery and Lettering are
made entirely of Hardware Articles.

Entire length of Exhibit 60 feet; Main Pic-
ture, 48 feet long, 32 feet high.

Located on the two central aisles under
the large dome of the Manufacturers' Build-
ing, with a frontage of 60 feet on Fifth
Street and 28 feet on Avenue C.

(Designed and constructed by William J.
Britt, who has been continuously in the
employ of the Simmons Hardware Com-
pany for more than thirty-six years.)



A - ALUMINUM LETTERS

KEEN
KUTTER

B - KEEN KUTTER
SHOVEL

C - KEEN KUTTER
SPADE

STANDARD OF
AMERICA

D - KEEN KUTTER AXES

LARGE ELECTRIC CLOCK.

This Clock, with all its intricate mechanism, was designed and made entirely by regular employes of Simmons Hardware Company.

Has three faces, each 6 ft. in diameter. Minute hands are shovels and hour hands spades.

KEEN KUTTER Trade Mark design appears in place of the usual XII, while around the dial in place of the other numerals, are letters—T, R, O, Q, R, L, A, T, P, I, F—representing first letter of each word of our Trade Mark Motto:

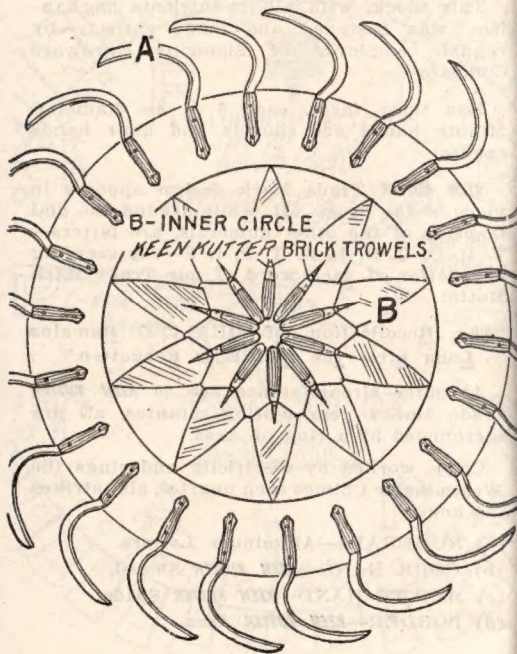
**"The Recollection of QUALITY Remains
Long after the PRICE is Forgotten."**

At outer circumference are 60 **KEEN KUTTER** Trade Marks, representing minutes, all are surrounded by a ring of Axes.

Clock worked by electricity and rings the Westminster Chimes each quarter, also strikes the hour.

- (a) NUMERALS—Aluminum Letters.
- (b) HOUR HAND—**KEEN KUTTER** Shovel.
- (c) MINUTE HAND—**KEEN KUTTER** Spade.
- (d) BORDER—**KEEN KUTTER** Axes.

A: OUTER CIRCLE -
KEEN KUTTER GRASS HOOKS

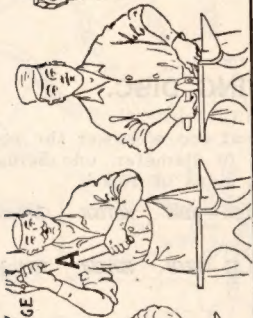


REVOLVING DISC.

In the light house at top of tower the revolving Disc is 6 ft. in diameter, one being on each of the four sides of tower.

- (a) OUTER CIRCLE—*KEEN KUTTER* Grass Hooks.
- (b) INNER CIRCLE—*KEEN KUTTER* Brick Trowels.

**A- KEEN KUTTER
BLACKSMITH SLEDGE**



B

**B-KEEN KUTTER
BLACKSMITHS
HAND HAMMERS.**



**M-KEEN KUTTER
NAIL
HAMMERS.**



**N-KEEN KUTTER
HATCHETS**

**Q-KEEN KUTTER
GRATE OPENERS**



**H-KEEN KUTTER
BUTT CHISELS**



**J-KEEN KUTTER
BIT BRACES**



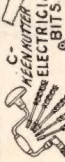
**K-KEEN KUTTER
DIVIDERS**



**L-KEEN KUTTER
TRY
SQUARE**



**C- KEEN KUTTER
ELECTRICIAN
BITS**



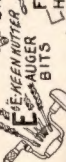
**G-KEEN KUTTER
BELL HANGER
BITS**



**E-KEEN KUTTER
AUGER
BITS**



**F-KEEN KUTTER
HAND SAWS.**



**I-KEEN KUTTER
COMPASS SAWS**



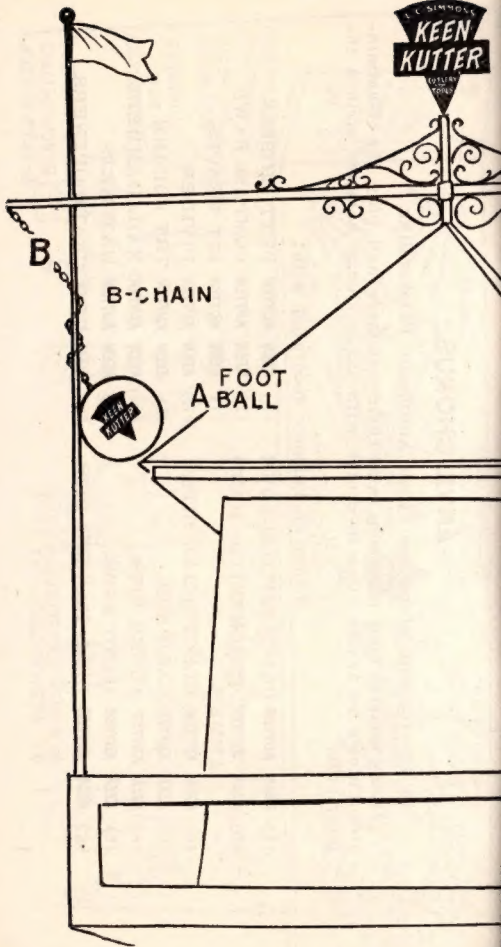
ANVIL CHORUS.

In the Balcony stand the "Five Automatic Blacksmiths.

Each quarter hour four men raise their hammers and play the Westminster Chimes on anvils. One in center with large sledge hammer strikes the hour only.

Front of Balcony decorated with:

- | | |
|---|---------------------------------------|
| (a) KEEN KUTTER BLACKSMITH SLEDGE | (h) KEEN KUTTER BUTT CHISELS. |
| (b) KEEN KUTTER BLACKSMITH HAND
HAMMER. | (i) KEEN KUTTER COMPASS SAWS. |
| (c) KEEN KUTTER ELECTRICIAN BITS. | (j) KEEN KUTTER BIT BRACES. |
| (d) KEEN KUTTER CALIPERS. | (k) KEEN KUTTER DIVIDER. |
| (e) KEEN KUTTER AUGER BITS. | (l) KEEN KUTTER TRY SQUARE. |
| (f) KEEN KUTTER HAND SAWS. | (m) KEEN KUTTER NAIL HAMMERS. |
| (g) KEEN KUTTER BELL HANGER BITS. | (n) KEEN KUTTER HATCHETS. |
| | (o) KEEN KUTTER CRATE OPENERS. |



SWINGING BALL.

The ball swings by a Brass Jack Chain from end of pole, which pivots on the center of the Tower.

The Arm, which is worked by the clock movement in the Tower, is so constructed that, as it revolves, the centrifugal force causes the ball to swing outward until the chain strikes the flag staff at one corner of the balcony.

The natural impetus of this motion of the ball continues until the ball, circling around the Tower, wraps the full length of the chain around the staff. The reaction, caused by gravity, unwinds the chain, releasing the ball and allowing the ball to make another revolution in the opposite direction.

(a) FOOT BALL.

(b) BRASS JACK CHAIN.

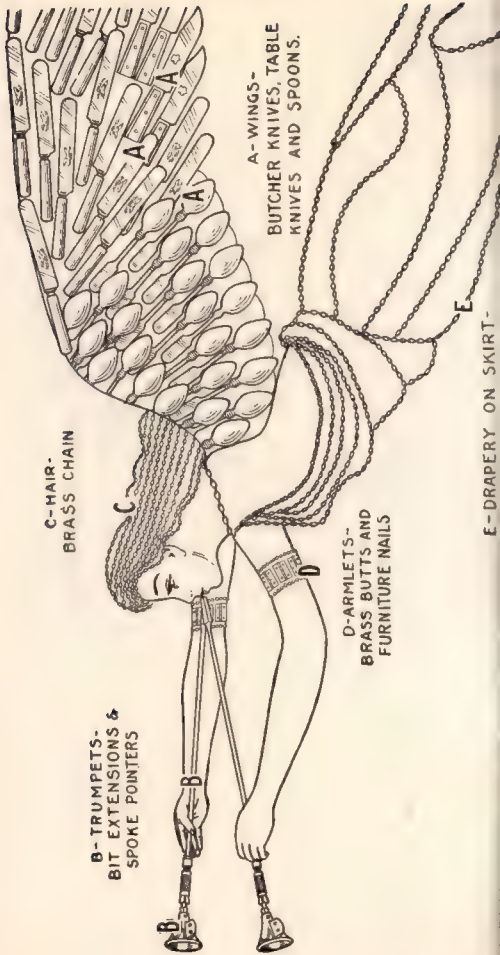
B- TRUMPETS-
BIT EXTENSIONS &
SPOKE POINTERS

C- HAIR-
BRASS CHAIN

D- ARMLETS-
BRASS BUTTS AND
FURNITURE NAILS

A- WINGS-
BUTCHER KNIVES, TABLE
KNIVES AND SPOONS.

E- DRAPERY ON SKIRT-



THE ANGEL.

This figure 9 feet long, proclaims the merit of *KEEN KUTTER* Tools and Cutlery.

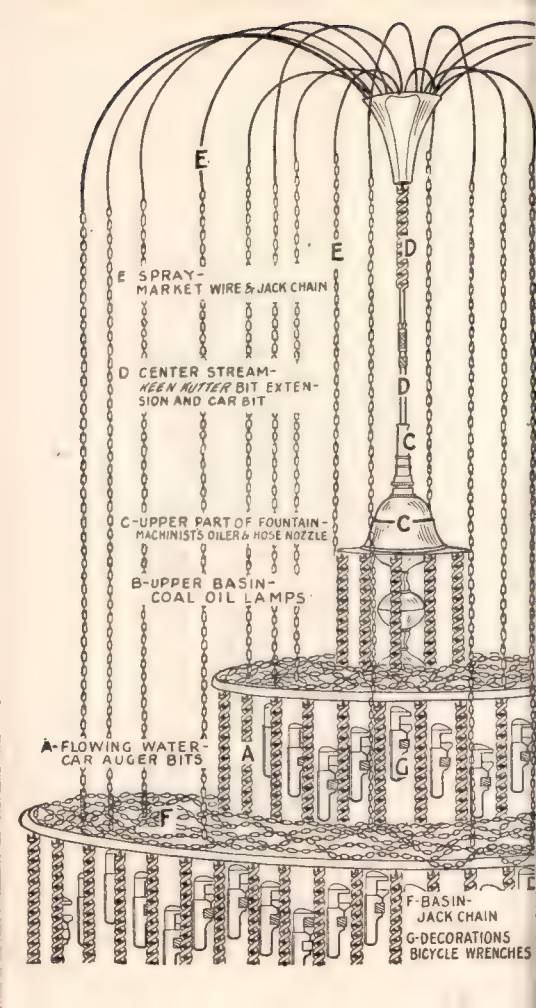
(a) WINGS—Butcher Knives, Table Knives and Spoons.

(b) TRUMPETS—Bit Extensions and Spoke Pointers.

(c) HAIR—Brass Jack Chain.

(d) ARMLETS—Brass Butts and Furniture Nails.

(e) DRAPERY ON SKIRT—Nickel Jack Chain.



E SPRAY-MARKET WIRE & JACK CHAIN

D CENTER STREAM-KEEN CUTTER BIT EXTENSION AND CAR BIT

C-UPPER PART OF FOUNTAIN-MACHINIST'S OILER & HOSE NOZZLE

B-UPPER BASIN-COAL OIL LAMPS

A-FLOWING WATER-CAR AUGER BITS

F-BASIN-JACK CHAIN

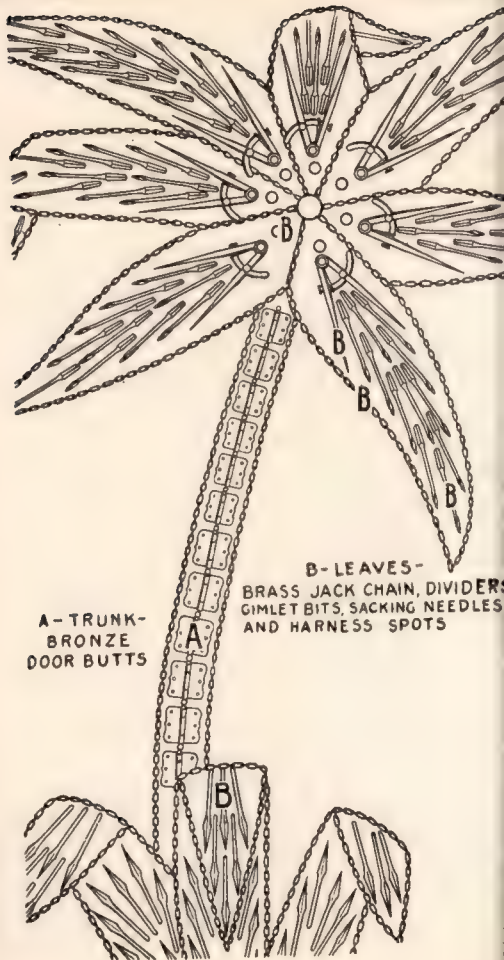
G-DECORATIONS BICYCLE WRENCHES

THE FOUNTAIN.

The Plate Mirror Background and the Wire and Chain Spray is a realistic representation of flowing water. The illusion is so complete that when in motion it is difficult to realize that it is not real water.

- (a) FLOWING WATER—Car Auger Bits.
- (b) UPPER BASIN—Coal Oil Lamp.
- (c) UPPER PART OF FOUNTAIN—Machinist's Oiler and Hose Nozzle.
- (d) CENTER STREAM—*KEEN KUTTER* Bit Extension and Car Bit.
- (e) SPRAY—Market Wire and Jack Chain.
- (f) BASIN—Jack Chain.
- (g) DECORATIONS—Bicycle Wrenches.

SIZE OF FOUNTAIN—8 ft. High.



A-TRUNK-
BRONZE
DOOR BUTTS

B-LEAVES-
BRASS JACK CHAIN, DIVIDERS,
GIMLET BITS, SACKING NEEDLES
AND HARNESS SPOTS

PALM TREE.

The bright tools on the green cloth produce a very pleasing and realistic effect.

Over 155 articles of staple Hardware used on this Tree.

(a) TRUNK—Bronze Door Butts.

(b) LEAVES—Brass Jack Chain, Dividers,
Gimlet Bits, Sacking Needles and
Harness Spots.



BOAT.

The small Boat crossing the River in the main picture just above the Rapids is composed of:

- (a) HULL—A Wood Saw.
- (b) CABIN—Carpenter's Level.
- (c) WINDOWS—Small Door Hinges.
- (d) SMOKE STACK—Hose Nozzle.
- (e) FLAG POLES—Twist Drills.
- (f) PILOT HOUSE—Carpenter's Mallet.

C-CHIMNEY
SAND PAPER



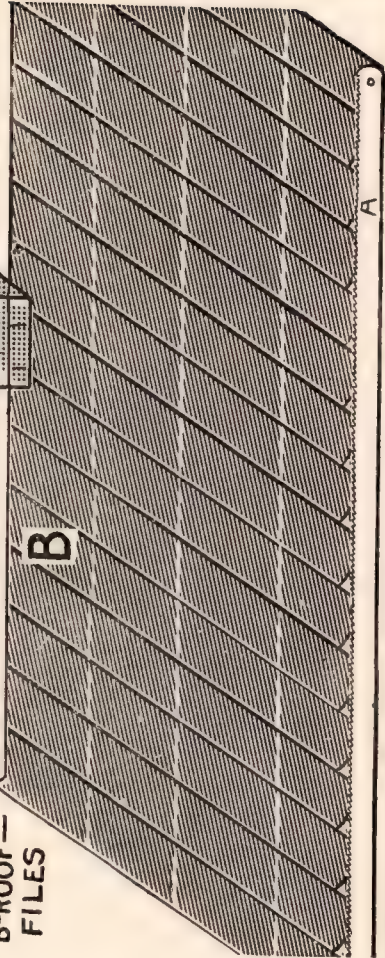
A-EAVES & RIDGE BOARDS
BUTCHER SAW BLADES

A

B-ROOF—
FILES

B

A



FLOUR MILL ROOF.

- (a) EAVES AND RIDGE BOARDS—Butcher
Saw Blades.
- (b) ROOF—Files.
- (c) CHIMNEY—Sand Paper.

This Exh

Panama-P

MA

A



Exhibit in Manufacturers' Palace
at
Pacific International Exposition.
MADE ONLY OF HARDWARE
AWARDED GRAND PRIZE.



A-PORCH ROOF-TWIST DRILL BITS

B-RAILING-ZIG ZAG RULES

C-FRONT SUPPORT OF PORCH-DOOR LOCK ESCUTCHEONS.

D-PILING HAMMER HANDLES

E-WINDOWS-PLANE BITS

A-PORCH ROOF-TWIST DRILL BITS

B-RAILING-ZIG ZAG RULES

C-FRONT SUPPORT OF PORCH-DOOR LOCK ESCUTCHEONS.

D-PILING HAMMER HANDLES

E-WINDOWS-PLANE BITS

A-PORCH ROOF-TWIST DRILL BITS

B-RAILING-ZIG ZAG RULES

C-FRONT SUPPORT OF PORCH-DOOR LOCK ESCUTCHEONS.

D-PILING HAMMER HANDLES

A-PORCH ROOF-TWIST DRILL BITS

B-RAILING-ZIG ZAG RULES

C-FRONT SUPPORT OF PORCH-DOOR LOCK ESCUTCHEONS.

D-PILING HAMMER HANDLES

A-PORCH ROOF-TWIST DRILL BITS

B-RAILING-ZIG ZAG RULES

C-FRONT SUPPORT OF PORCH-DOOR LOCK ESCUTCHEONS.

D-PILING HAMMER HANDLES

A-PORCH ROOF-TWIST DRILL BITS

B-RAILING-ZIG ZAG RULES

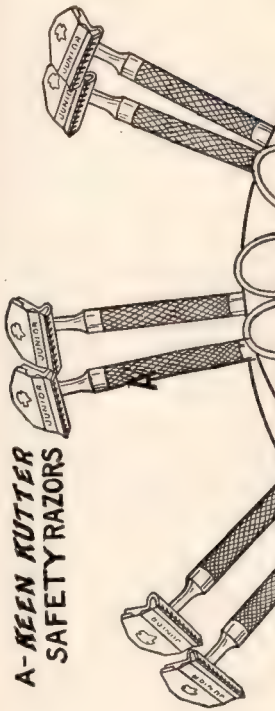
C-FRONT SUPPORT OF PORCH-DOOR LOCK ESCUTCHEONS.

D-PILING HAMMER HANDLES

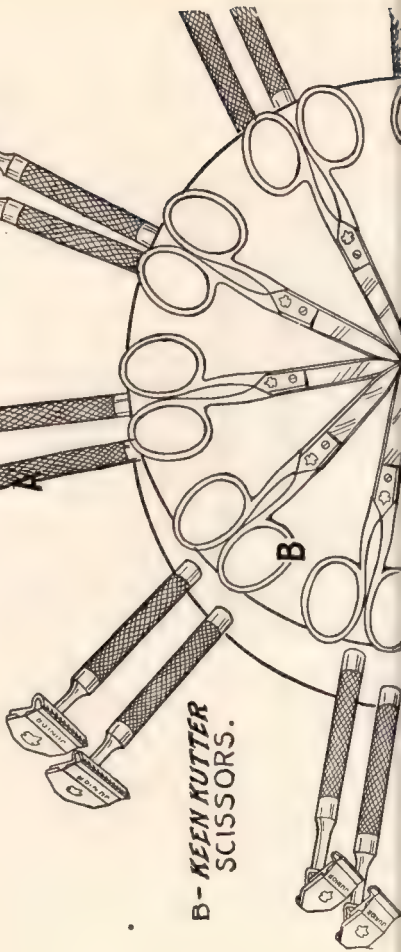
FRONT OF FLOUR MILL.

- (a) PORCH ROOF—Twist Drill Bits.
- (b) RAILING—Zigzag Rules.
- (c) FRONT SUPPORT OF PORCH—Door
Lock Escutcheons.
- (d) PILING—Hammer Handles.
- (e) WINDOWS—Plane Bits.
- (f) POSTS OF PORCH—Carpenters' Lead
Pencils.

**A-KEEN KUTTER
SAFETY RAZORS**



**B-KEEN KUTTER
SCISSORS.**

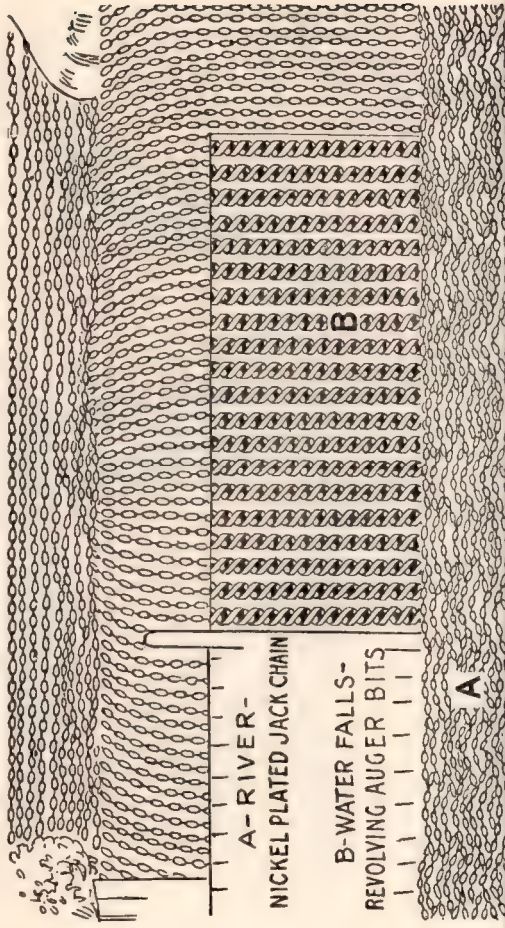


WATER WHEEL FOR FLOUR MILL.

The Revolving Water Wheel of the Flour Mill is made of Safety Razors and Scissors.

(a) PADDLES—*KEEN KUTTER* Safety Razors.

(b) SPOKES—*KEEN KUTTER* Scissors.



A-RIVER-
NICKEL PLATED JACK CHAIN

B-WATER FALLS-
REVOLVING AUGER BITS

A

AUGER BIT FALLS ON CHAIN RIVER.

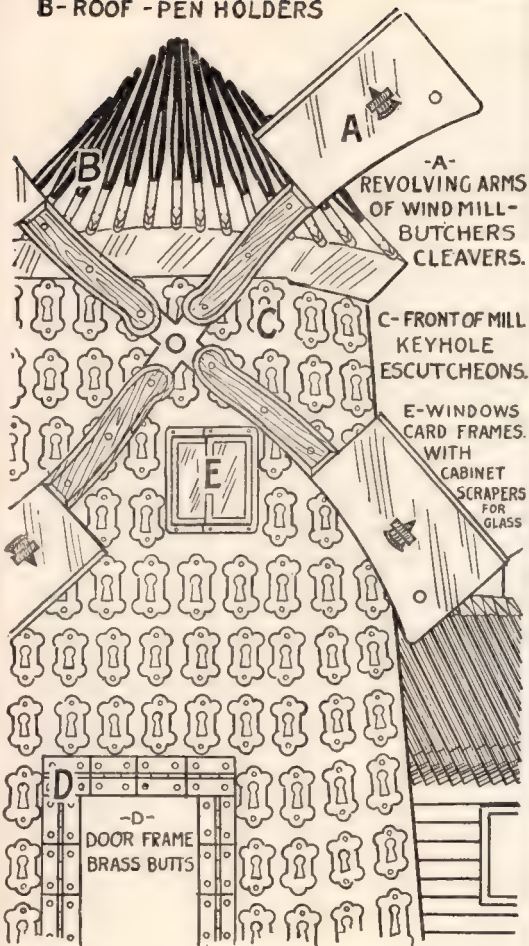
In the center of the exhibit is pictured a river winding out of the mountains in the background towards a waterfall and rapids with a windmill on one bank and a water wheel driving an old flour mill on the other bank.

The background of the center picture is made of sheet iron.

(a) RIVER—Nickel Plated Jack Chain.

(b) WATERFALL—Revolving Auger Bits.

B- ROOF - PEN HOLDERS



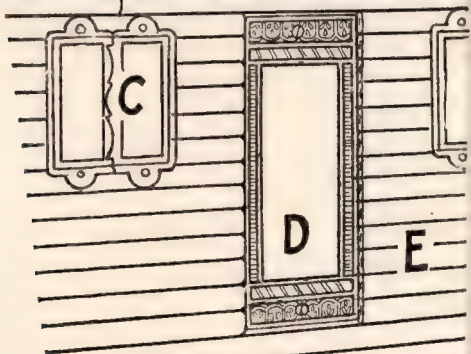
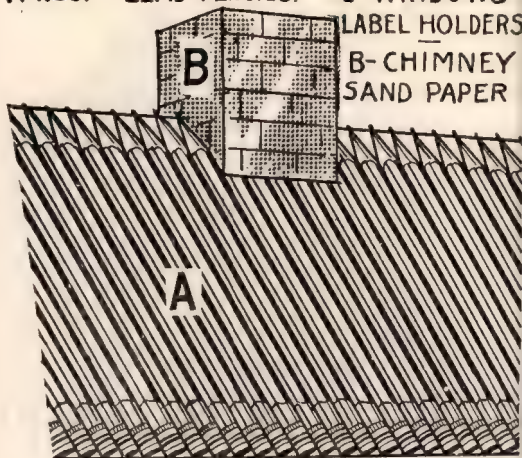
THE WINDMILL.

- (a) REVOLVING ARMS—Butchers' Cleavers.
- (b) ROOF—Pen Holders.
- (c) FRONT OF MILL—Keyhole Escutcheons.
- (d) DOOR FRAME—Brass Butts.
- (e) WINDOWS—Card Frames and Cabinet Scrapers.

A-ROOF - LEAD PENCILS.

C-WINDOWS
LABEL HOLDERS

B-CHIMNEY
SAND PAPER



D- DOOR
CARD FRAMES

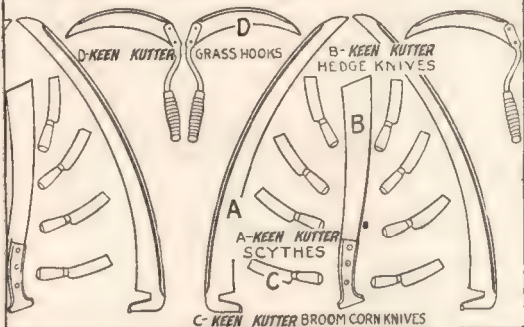
E- FRONT
CARPENTERS
PENCILS

WIND MILL HOUSE.

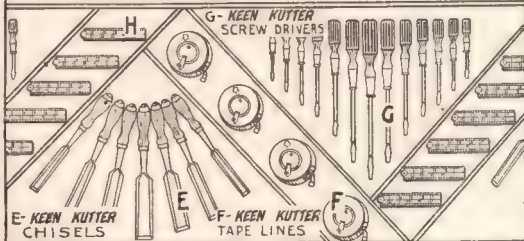
- (a) ROOF—Lead Pencils.
- (b) CHIMNEY—Sand Paper.
- (c) WINDOWS—Label Holders.
- (d) DOOR—Card Frames.
- (e) FRONT—Carpenters' Pencils.

THE REC Y REMAIN CE IS FOR G

K-ALUMINUM LETTERS.



H-KEEN KUTTER RULES



THE CORNICE.

Cornice made entirely of *KEEN KUTTER* Tools, containing 658 articles, as follows:

Tape Lines black on yellow background; Rules on red background; Handles of Knives, Grass Hooks and Screw Drivers painted red; Handles of Chisels in natural wood. Large *KEEN KUTTER* Trade Mark in center is 8 ft. wide and 10 ft. high.

- (a) *KEEN KUTTER* SCYTHES.
- (b) *KEEN KUTTER* HEDGE KNIVES.
- (c) *KEEN KUTTER* BROOM CORN KNIVES.
- (d) *KEEN KUTTER* GRASS HOOKS.
- (e) *KEEN KUTTER* CHISELS.
- (f) *KEEN KUTTER* TAPE LINES.
- (g) *KEEN KUTTER* SCREW DRIVERS.
- (h) *KEEN KUTTER* RULES.
- (i) *KEEN KUTTER* BROAD AXES.
- (j) *KEEN KUTTER* COMPASS SAWS.
- (k) ALUMINUM LETTERS.

A-KEEN KUTTER
PRUNING SAWS

A

C

C-BACKGROUND
BLACK VELVET
WITH
YELLOW CENTER

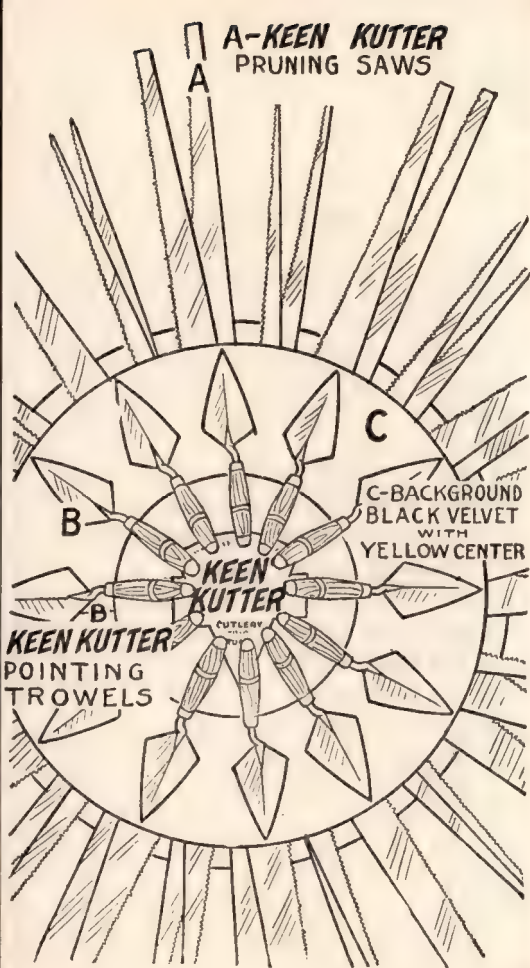
B

**KEEN
KUTTER**

CUTLERY
-MILWAUKEE-
CO.

KEEN KUTTER
POINTING
TROWELS

B



THE SUN.

In the distant background the Sun shows very picturesque on Chain River.

- (a) REVOLVING WHEEL—*KEEN KUTTER* Pruning Saws.
- (b) REVOLVING WHEEL—Pointing Trowels.
- (c) BACKGROUND—Black Velvet, with Yellow Center.

THE LARGEST POCKET KNIFE IN THE WORLD

WEIGHT
LENGTH

200 LBS.
11 FEET



MAMMOTH KEEN CUTTER POCKET KNIFE
WEIGHING OVER 200 LBS. AND OVER 11 FT. LONG.

Blades open and close automatically, made of Metal, Polished and Etched.

(a) LARGE BLADES—Weight over 40 lbs. Length over 42 inches. Width over 6½ inches.

(b) SHIELDS—Brass, Nickel plated and engraved.

(c) HANDLE—Weight over 70 lbs. Made of wood imitating stag. Length over 52 inches.

(d) SMALL BLADES—Weight over 25 lbs. each. Length over 36 inches. Width over 6 inches.

SEAL OF THE EUREKA

C-SEMI-CIRCLE-KEEN KUTTER TRADE MARKS AT TOP REPRESENTING STATES IN UNION AFTER CALIFORNIA WAS ADMITTED

A-OUTSIDE CIRCLE
KEEN KUTTER
ZIGZAG RULES

B-SEAL RING
ALUMINUM LETTERS
& HARNESS SPOTS

P-SHIP HULL
KEEN KUTTER
STEEL RULE

N-MASTS-
SACKING NEEDLES & NAILS

O-SAILS
ASBESTOS

M-WATER & MOUNTAINS
OUTLINE NICKELED JACK CHAIN
BLACK SILK VELVET
BACKGROUND

E-HELMET
CREST

KEEN KUTTER
GRASS SICKLE

D-HELMET
KEEN KUTTER
HATCHET

G-ORNAMENTS
HARNESS
SPOTS



Q-PICK
KEEN KUTTER
GIMLET

R-SHIRT STRIPES
STEEL WOOL

T-WASH BOX
ESCUTCHEON PINS

U-SHEAF OF WHEAT

V-GRAPE VINE

S-MINER - CONSTRUCTED
OF BENT NAILS

L-BEAR - STEEL WOOL

V-GRAPE VINE

JACK CHAIN & FURNITURE NAILS.

S-MINER - CONSTRUCTED
OF BENT NAILS

U-SHEAF OF WHEAT
SACKING NEEDLES.



M-CLOAK & SHIRT
JACK CHAIN

J-WAND
DRILL ROD

T-WASH BOX
ESCUTCHEON PINS

T-SHIRT STRIPES
STEEL WOOL

U-SHEAF OF WHEAT

V-GRAPE VINE

S-MINER - CONSTRUCTED
OF BENT NAILS

L-BEAR - STEEL WOOL

V-GRAPE VINE

JACK CHAIN & FURNITURE NAILS.

S-MINER - CONSTRUCTED
OF BENT NAILS

U-SHEAF OF WHEAT
SACKING NEEDLES.

F-HAIR -
JACK CHAIN
G-ORNAMENTS
HARNESS SPOTS.
J-ARMOR
JACK CHAIN
K-SHIELD
COPPER WASH BOILER
FURNITURE NAILS &
HARNESS SPOTS

L-BEAR - STEEL WOOL
V-GRAPE VINE
JACK CHAIN & FURNITURE NAILS.
S-MINER - CONSTRUCTED
OF BENT NAILS
U-SHEAF OF WHEAT
SACKING NEEDLES.

GREAT SEAL OF CALIFORNIA.

Made of 889 Pieces of Hardware, stocked by most every Hardware Store. 6 ft. in diameter, composed of following:

- (a) OUTSIDE CIRCLE—**KEEN KUTTER** Zigzag Rules.
- (b) SEAL RING—Aluminum Letters and Harness Spots.
- (c) SEMI-CIRCLE—**KEEN KUTTER** Trade Marks at top, representing States in Union after California was admitted.

Goddess Minerva, Constructed as Follows:

- (d) HELMET—**KEEN KUTTER** Hatchet.
- (e) HELMET CREST — **KEEN KUTTER** Grass Sickle.
- (f) HAIR—Jack Chain.
- (g) ORNAMENTS—Harness Spots.
- (h) WAND—Drill Rod.
- (i) ARMOR—Jack Chain.
- (j) CLOAK AND SKIRT—Jack Chain.
- (k) SHIELD—Copper Washboiler, Furniture Nails and Harness Spots.
- (l) BEAR—Steel Wool.
- (m) WATER AND MOUNTAINS — Outline Nickeled Jack Chain; Black Silk Velvet Background.
- (n) MASTS—Sacking Needles and Nails.
- (o) SAILS—Asbestos.
- (p) SHIP HULL—**KEEN KUTTER** Steel Rule.
- (q) PICK—**KEEN KUTTER** Gimlet.
- (r) SHIRT STRIPES—Steel Wool.
- (s) MINER—Constructed of Bent Nails.
- (t) WASH BOX—Escutcheon Pins.
- (u) SHEAF OF WHEAT—Sacking Needles.
- (v) GRAPE VINE—Jack Chain and Furniture Nails.

This Exhibit
has been
Awarded Grand Prize
and
KEEN KUTTER
Tools and Cutlery
Awarded Gold Medals
by
Jury of Awards
at
Panama-Pacific International Exposition.

KEEN KUTTER Tools
Were Awarded the Grand Prize
and
Every possible additional Award
at the
LOUISIANA PURCHASE EXPOSITION
St. Louis, 1904.

Our Exhibit at St. Louis, was also Awarded
the
Grand Sweepstake Prize
as the
Best Exhibit, on the Grounds,
of any kind.

Our Mr. William J. Britt
Who Designed and Built that Exhibit
also
Designed and Built this Exhibit
for the
PANAMA-PACIFIC EXPOSITION
San Francisco
1915.



**YOUR
QUALITY
INSURANCE**

